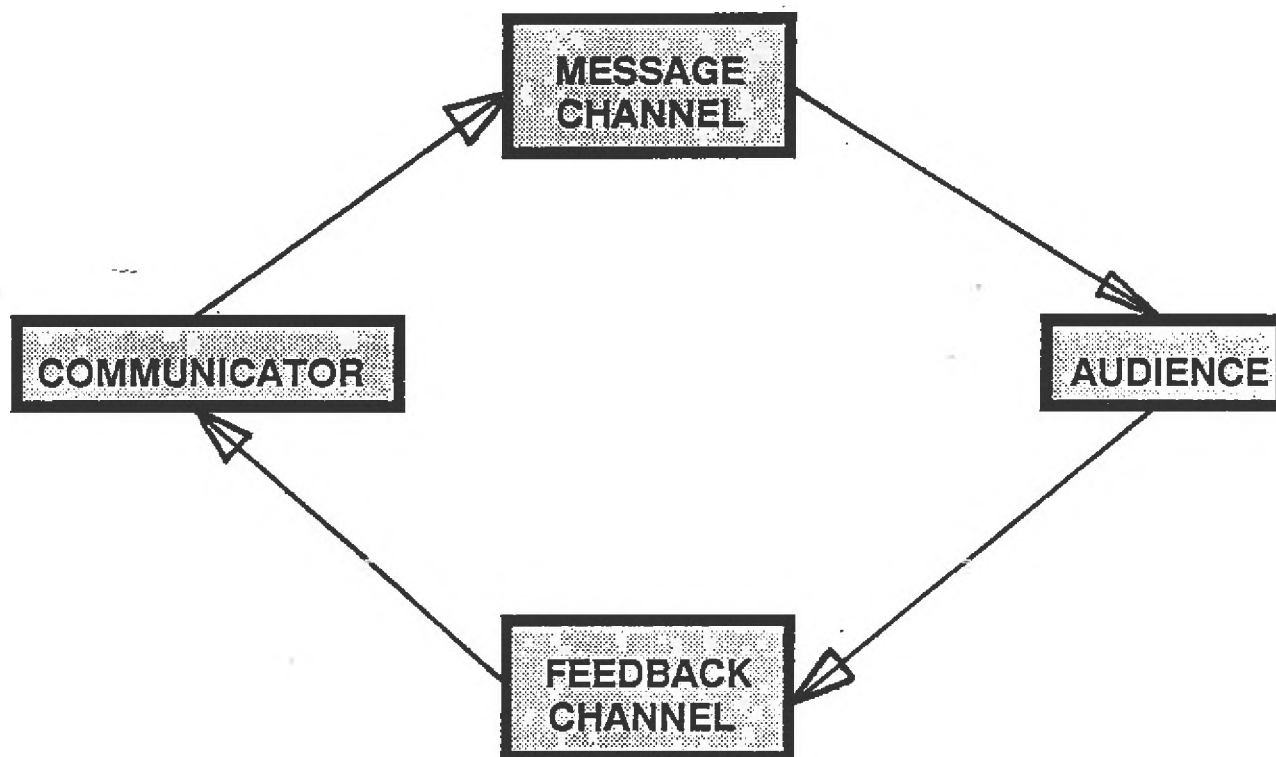


# COMMUNICATION AND IMAGE IN THE WILDLIFE PROFESSION: A NEW YORK PERSPECTIVE

by

Roland E. Shanks and Daniel J. Decker



HDRU Series 90-5

June 1990



Human Dimensions Research Unit  
Department of Natural Resources  
New York State College of Agriculture and Life Sciences  
A Statutory College of the State University  
Cornell University, Ithaca, N. Y.



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## ABSTRACT

Members of the New York Chapter-The Wildlife Society (TWS) were surveyed by mail during Fall 1989 to plan the Chapter's annual meeting, to assess attitudes toward the roles of communication in wildlife management, and to determine how members use communication in their jobs. The theme of the meeting was "Communication in Wildlife Management: Exploring Our Professional Image." As part of the meeting, multiple nominal groups were held to respond to the question, "How can we as wildlife professionals improve our image with the public?"

Of the 230 TWS members surveyed, 148 returned the questionnaire for a response rate of 64%. Most respondents (95%) thought communicating with the public was a moderate to very important part of their job. The importance of communication was also evident by responses about allocating funds within a state wildlife agency; the communication/education function was recommended to receive the third highest level of funding. TWS members thought the most critical role for communication was to educate the public about wildlife management needs and programs. Wildlife professionals reportedly communicated most effectively with the general public, sportsmen, university personnel and environmentalists. Their communications with animal rights activists, the press and agriculturalists were perceived as least effective.

The need to explore more deeply and improve the image of wildlife professionals was apparent from responses to the questionnaire and discussions in the 5 nominal group sessions. Many of the ideas offered dealt with improving the visibility of wildlife professionals in their communities and breaking down communications barriers between wildlife professionals and the public. The ideas included involving the public in the wildlife decision-making process and involving more wildlife professionals in local policy issues other than wildlife conservation. Professionals thought it was also important to have a more business-like presence. Greater visibility for the profession and more effective communication with the press also were concerns.

The need for wildlife professionals to identify segments of the public, determine the interests and desires of important segments and specify ways to communicate effectively with them was apparent from the survey and nominal group responses. This type of strategic planning would allow agencies to address more adequately public expectations and, ultimately to serve society more responsively via management of the wildlife resources.



## ACKNOWLEDGMENTS

We would like thank Jody Enck, Bill Siemer, Valerie Luzadis-Alden, Christine Springer, and Larry Gigliotti for being facilitators of the nominal group sessions. Bill and Jody also reviewed and commented on the questionnaire and this paper. Nancy Connelly and Renée Shiffler were very helpful in doing the statistical analysis. We also appreciate the editorial assistance offered by Robin Burt on the initial draft of this paper and by Rebecca Stout, Larry Gigliotti and Nancy Connelly on the final draft.

We would like to thank the officials and members of the New York Chapter -The Wildlife Society and the 1990 Annual Meeting program committee, including Art Johnsen, John Proud, Larry Van Druff, Nan Stolzenburg, Stu Free, Doug Cerretani, and Greg Butcher.

This study was supported by the Cornell Agricultural Experiment Station, Hatch Study NYC 147403 and by the Federal Aid to Wildlife Restoration Project W-146-R:15.

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## INTRODUCTION

Many wildlife professionals believe that an increase in communication between them and the public will create more support for wildlife programs and additional funding for wildlife agencies. Similarly, many agree a need exists to alter the image various publics have of the wildlife profession. They believe this will improve the ability of wildlife professionals to maintain the programs necessary to manage wildlife effectively.

To address the need to increase communication and alter the image of wildlife professionals among segments of the public, it is necessary to determine their current perceptions about the role of communication and to gather suggestions about ways to improve their image. We had an opportunity to examine these topics from the wildlife professional's perspective when we co-chaired the program committee for the 1990 annual meeting of the New York Chapter-The Wildlife Society (TWS). The theme of the 1990 meeting was communication.

The purpose of this study was to survey members of the New York Chapter of The Wildlife Society to determine their perceptions about communication and its role in wildlife management and to allow members to make suggestions to improve the public image of the wildlife profession.

## METHODS

On 11-12 January 1990, the New York Chapter-TWS held its annual meeting in Ithaca, New York. The theme of the meeting was "Communication in Wildlife Management: Exploring Our Professional Image." Members of the Chapter were surveyed by mail during Fall 1989 to assist in planning the meeting, to assess attitudes toward the roles of communication in wildlife management, and to

determine the ways in which the members use communication in their jobs. In addition, multiple nominal groups were held as part of the meeting. During these sessions the members were asked to respond to the question, "How can we as wildlife professionals improve our image with the public?"

## **MAIL SURVEY**

The mail survey was conducted during October 1989. The self-administered, mail-back questionnaire (Appendix) was developed in conjunction with the Human Dimensions Research Unit (HDRU) of the Department of Natural Resources at Cornell University. The questionnaire focused on three areas (1) the respondents' suggestions and comments about a program for a state-level meeting dealing with the roles of communication in wildlife management, (2) the respondents' attitudes about the roles of communication in wildlife management, and (3) the type of communication situations respondents had faced as wildlife managers. The questionnaire was reviewed by members of the Annual Meeting Program Committee of the New York Chapter-TWS and selected Cornell staff and faculty.

This study focused on the roles of communication in wildlife management and the image of wildlife professionals in New York. The questionnaire was sent to the entire membership of the state Chapter, because the membership includes a high number of the practicing wildlife professionals in New York. Although the membership does not include all wildlife professionals and some people who are not wildlife professionals are members, this sample was considered to be a reasonably valid representation of the wildlife professionals practicing in New York.

Of the 239 questionnaires sent to Chapter members via first-class mail, 9 were returned as undeliverable. To increase the response rate, a reminder

letter and second questionnaire were sent two weeks after the initial mailing to all members who had failed to return the original questionnaire.

The responses were entered into a SPSS database. Frequencies and means were then calculated using the SPSSX statistical package.

## **NOMINAL GROUP SESSIONS**

Five nominal group discussions were held as a regular session of the meeting. The nominal group method was explained to the entire audience by the moderator and the following question was presented: "How can we as wildlife professionals improve our image with the public?" The moderator then broke the larger group into 5 small groups. Each small group was then taken to a separate room by a group facilitator.

The 5 facilitators were staff of the Human Dimensions Research Unit or affiliated graduate students in the Department of Natural Resources. They met twice previous to the annual meeting to organize the sessions. Each facilitator had participated in a nominal group previously and 3 of the facilitators had led groups before this session. During the session we circulated between the groups to answer questions and keep the groups on schedule.

At the end of the nominal group meetings all the participants reconvened in the main meeting room. At this time the facilitators were asked to present the results of their small group meeting. The large group then discussed the results.

## RESULTS AND DISCUSSION

### MAIL SURVEY

Of the 230 questionnaires delivered, 148 useable returns were returned for a response rate of 64.0%. Of the 148 responses, 48.0% were New York State Department of Environmental Conservation (NYSDEC) employees, the next largest group was university faculty and staff at 15.5%. The remaining responses were fairly evenly divided between federal employees, self-employed individuals, graduate students, employees of nonprofit organizations and retired professionals. The group had a high level of education: 12.2% Ph.D. degrees, 39.2% Masters degrees, 41.9% Bachelors degrees, and 4.1% Associates degrees. The year that the last degree was earned ranged from 1939 to 1989. Dates when most people earned their last degrees, however, were fairly evenly distributed between the years of 1962 to 1989; therefore this survey should be fairly representative of professionals who have graduated during the last 25 years.

When asked "How important to your job performance is being able to communicate effectively with the public?", 95.3% responded that it was very important or moderately important. This indicates a high awareness of the need to communicate effectively with the public.

To define how they viewed communication, the respondents were asked to select all items that played a critical role in communication between wildlife managers and the public (Table 1). They were then asked to select which of these items represented the single most important role for communication between wildlife managers and the public (Table 1). Professionals recognized a need to educate the public as the most important role for communications. It is



TABLE 1. Important roles of communication between wildlife managers and the public, identified by the wildlife management professionals in New York State.

ROLES	IMPORTANT ROLES	MOST IMPORTANT
	PERCENT	
Educate the public about wildlife management needs and programs.	85.1	36.1
Ensure two-way communication between the public and the wildlife manager to evaluate and modify existing programs.	79.9	19.0
Provide a two-way communication system between the public and the wildlife profession to develop agency management goals.	74.3	30.6
Gather information about public attitudes regarding management issues.	65.5	3.4
Gather data about the public values underlying wildlife policy.	52.0	1.4
Persuade the public to support wildlife management programs.	50.7	6.1
<u>No answer</u>		<u>3.4</u>
TOTAL		100.0

interesting that they picked the response "educate..." instead of "persuade...." These two words reflect different relationships between the manager and the public or a segment thereof. "Educate" indicates a feeling that greater knowledge on an issue needs to be conveyed to some other group, in this case the public. The word "persuade" indicates that the respondents believed the simple transfer of information would not by itself change the predominant beliefs and attitudes held by the public on an issue. An educator has a very different relationship with the audience than a persuader. Another interesting point is

the low response to the notion that communication can be a way to gather information about public attitudes and values towards wildlife management issues and policy. Training that focuses on communication as a method of collecting information about public values and attitudes might be helpful to address another problem identified in the survey--better understanding the public. Less enthusiasm was apparent for using communication as a way for the public to evaluate programs than as a way to let the public assist the agency in creating management goals.

Another set of questions dealt with which type of communications the wildlife professionals believed were most and least important when carrying out their job responsibilities. A similar question was then asked about an agency trying to establish species management goals. Wildlife professionals were given a list of communication types and asked to select their responses for several questions (Table 2). Wildlife professionals gave high priority to communicating with the public. However, they gave low priority to other types of communication, particularly (a) internal communication within an agency or organization and (b) communication between the legislative branch and agencies in the executive branch of government. Only 2.7% believed communicating with other branches of government as important to an agency trying to establish species management goals.

In an additional set of questions respondents were asked to pick from a list the groups with which they communicated most and least effectively (Table 3). The responses to these two questions are interrelated. When asked which group they communicated with most effectively the groups with the lowest responses were agriculturalists at 4.8%, press/media at 1.4% and animal rights activists at 0.7%. When asked which group they communicated with least

TABLE 2. Wildlife professionals' assessment of the most and least important types of communications for individuals carrying out their jobs and for a state agency trying to establish species management goals.

TYPE OF COMMUNICATION	IMPORTANT		AGENCY	
	% MOST IMPORTANT	% LEAST IMPORTANT	% MOST IMPORTANT	% LEAST IMPORTANT
	PERCENT			
BETWEEN WILDLIFE PROFESSIONAL / AGENCY AND THE PUBLIC	44.2	56.1	66.0	52.4
BETWEEN CO-WORKERS	23.1	20.9	10.2	11.6
UP AND DOWN THE CHAIN OF COMMAND	19.0	8.1	8.8	11.6
WITH WILDLIFE PROFESSIONALS IN OTHER ORGANIZATIONS	6.8	6.8	8.2	11.6
BETWEEN BRANCHES OF GOVERNMENT	2.7	2.7	2.7	4.8
NONE	4.1	4.8	4.1	8.2
TOTAL	100.0	100.0	100.0	100.0

TABLE 3. The groups New York state wildlife professionals communicate with most and least effectively.

GROUP	MOST EFFECTIVE	LEAST EFFECTIVE
	PERCENT	
GENERAL PUBLIC	23.8	4.1
SPORTSMEN	23.8	2.0
UNIVERSITY PERSONNEL	17.7	4.1
ENVIRONMENTALISTS	15.6	2.7
OTHER	6.8	1.4
AGRICULTURALISTS	4.8	5.4
PRESS/MEDIA	1.4	7.5
ANIMAL RIGHTS ACTIVISTS	0.7	69.4
NO ANSWER	5.4	3.4
TOTAL	100.0	100.0

effectively, animal rights activists topped the list at 69.4%, followed by press/media at 7.5%, and agriculturalists at 5.4%.

As a way of determining the relative priority wildlife professionals placed on various agency functions, they were asked to set budget allocations for a hypothetical state wildlife agency and within that framework to set budget allocations for a communication and education section (Tables 4 and 5). Responses to this question indicated the importance of communication to these wildlife professionals. They placed communication third in priority and gave it 16.2% of the budget, ahead of the law enforcement or biological research programs.

#### **NOMINAL GROUP TECHNIQUE SESSIONS**

Nominal groups were asked to address the following question: "How can we as wildlife professionals improve our image with the public?" The responses can be placed into several categories. The need to "present a unified message" was mentioned by many of the participants. This problem had two aspects. Several people thought it was primarily a problem for an agency to address. They believed that their agency lacked a clear and unified message about its purpose. Other people thought it was a more pervasive problem for the wildlife profession. They identified a need for the profession to develop and present to the public a clear view of the mission of the wildlife management profession. Many respondents thought the public was very concerned about wildlife but did not recognize the role of the wildlife professional in maintaining healthy, viable wildlife populations.

People commonly thought the way to improve their professional image was to become more involved with groups that support wildlife issues. These

TABLE 4. Agency function priority based on the budget allocations set by wildlife professionals for a hypothetical state wildlife management agency.

AGENCY FUNCTION	PRIORITY	% OF AGENCY BUDGET
HABITAT MANAGEMENT	1	18.4
SPECIES MANAGEMENT	2	16.4
COMMUNICATION/EDUCATION	3	16.2
LAW ENFORCEMENT	4	14.3
BIOLOGICAL RESEARCH	5	13.1
AGENCY ADMINISTRATION	6	8.5
HUMAN DIMENSIONS RESEARCH	7	6.6
DIRECTOR'S OFFICE	8	4.6
<u>OTHER</u>	9	<u>1.9</u>
TOTAL		100.0

TABLE 5. Wildlife professionals' budget allocation within the communication/education function of a state wildlife management agency.

ACTIVITIES WITHIN A STATE AGENCY'S COMMUNICATION/EDUCATION FUNCTION	% OF COMMUNICATION EDUCATION FUNCTION BUDGET
EDUCATION OF YOUTH REGARDING MANAGEMENT	17.6
PUBLICATIONS	12.9
EDUCATION OF ADULTS REGARDING MANAGEMENT	12.6
COMMUNICATION WITH THE PRESS/MEDIA	12.4
INTERNAL COMMUNICATIONS	10.4
COMMUNICATIONS WITH THE LEGISLATURE	9.8
COMMUNICATIONS WITH SPECIFIC INTEREST GROUPS	8.8
FOSTERING PUBLIC INVOLVEMENT IN AGENCY ACTIVITIES	8.7
<u>INTER-AGENCY COMMUNICATIONS</u>	<u>6.8</u>
TOTAL	100.0

suggestions included identifying groups and being more available to make presentations to those groups. Several people brought up the need to seek these groups out and create opportunities to participate, not wait for them to come to wildlife professionals. The need to expand this type of interaction activity as broadly as possible in order to reach as many people and groups as possible was identified. A few respondents mentioned the need to begin talking to nontraditional groups, such as animal rights advocates.

Another problem identified by many people was the need to help the public understand how decisions are made about wildlife management and how the public can be involved meaningfully in such decisions. Suggestions generally supported by the nominal group participants included opening up the decision-making process (i.e., make it more accessible to the public) and expanding professionals' role in decision-making by becoming more involved in the political arena.

Many participants in the nominal group sessions thought that it was important for them to improve their appearance, including actions such as a dress code for wildlife professionals. This idea may be extreme, but many people identified the need to dress more professionally and other forms of presentation management as a way to improve their image with the public.

Several people thought they should attempt to communicate more effectively with the public as a way to improve their image. This included actions such as regular and professional-quality press releases, making better presentations at meetings, and being more outspoken in the press. Many people considered these communication activities to be good ways to increase the wildlife professional's visibility and explain to the public what the profession is about. Several also thought it was important to clarify what wildlife management tries to accomplish.

Many believed it would be beneficial if the public knew that wildlife management is an organized profession (i.e., TWS) that certifies qualified members.

Many participants believed the public viewed their area of concern too narrowly, and it would be beneficial to show the public that wildlife professionals have broad environmental concerns. They believed it was important for the public to understand that wildlife managers work with broader issues like nongame conservation, wetlands preservation, and environmental quality problems.

The need to become involved in general community activities was mentioned by many people; this included both wildlife and nonwildlife related issues. The main point mentioned was the idea of building a network within the community that could be called upon to take a position on wildlife issues.

The need to understand the public's image of the wildlife profession was a recurring theme. Many people wanted to explore this question more deeply and seek ways to improve their image. Many ideas emerged about how to accomplish this; they ranged from conducting public surveys to expanding the knowledge of wildlife professionals about the image the public has of their profession. They were also concerned about the level of credibility the profession has with the public and how to increase that credibility.

## SUMMARY

The results of the survey and the nominal groups sessions combine to provide some insight into how wildlife professionals view communication and their image with the public. Communication with the public was very important. However, they considered communication with co-workers and other branches of government as being less important. They thought it was important to educate



the public about wildlife management needs and programs, but they did not see communication as a way to understand better the values and attitudes of various segments of the public. They also tended to communicate less effectively with animal rights groups, agriculturalists and the press and other news media. While the survey and small-group discussion sessions showed a high commitment to communication, they also suggested some areas of communication that could be expanded to address some of the problems identified; e.g., the inability to understand the values of the public.

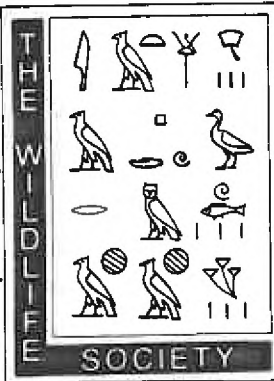
Wildlife professionals in New York also thought it was important to understand more completely and improve their image with the public. They felt that one of the keys to improving their image was increased involvement in public affairs both in wildlife-related issues and other issues of community interest. They also felt that the profession needed to understand itself better so that it could present a clearer image to the public. They also thought that it was important that they better understand the political decision-making system and educate the public about public decision-making regarding wildlife issues. Generally, they felt that they needed to be more sophisticated in their interactions with the public.

Taken together these two areas combine to provide a large challenge for the wildlife profession in New York as we prepare for the 21st Century.



## **APPENDIX:**

### **MAIL QUESTIONNAIRE AND COVER LETTERS**



## The New York Chapter of The Wildlife Society

Dear Wildlife Society Member,

The 1989 annual meeting focused on an examination of the wildlife profession. We reviewed how the profession has grown in the last 25 years and looked at the major trends during that period. This retrospective provided insight into our profession's role in society. From this base we projected ahead and speculated about the profession's future. We began to come to grips with the larger context in which our profession must function. In that meeting we attempted to define who we are. This year the Executive Committee asked the Program Committee to prepare a program for the annual meeting that will discuss communication and how it relates to the wildlife profession. This year's annual meeting will carry us one step further as we explore how we are perceived by society and how we can influence that perception. The meeting will be held January 11 and 12 at the Sheraton Inn and Conference Center in Ithaca.

When the Program Committee met to discuss the meeting we discovered interest in a wide variety of communication topics. The breadth of these was too great for one meeting. We decided to conduct a survey of the membership to find out what you think about communication, and what kind of problems and questions you have regarding communication, and what kind of problems dealing with communication you would like to see at the annual meeting. The Human Dimensions Research Unit (HDRU) at Cornell has designed a mail questionnaire. They have included some questions about how you use communication in your job, how important you think communication is to effective wildlife management, and how you view the role of communication in wildlife management. The HDRU will compile the data from returned questionnaires and present a paper at the meeting outlining the results. The results will also be sent to the speakers so they can use the information as they prepare their presentations. This should improve the presentations and allow the speakers to address your problems and questions directly.

So this is your chance to tell the Program Committee what you think about communication and to make suggestions about the annual meeting. Please complete the questionnaire right away and drop in the mail. Postage has already been paid. We need this information so we can plan the best New York Chapter meeting possible. Thanks for your help.

Sincerely,

Art Johnsen  
President

Dan Decker  
Co-Chair, Program Committee



THE NEW YORK CHAPTER - THE WILDLIFE SOCIETY

**SOLICITATION OF INPUT  
FOR  
1990 ANNUAL MEETING**

**NEW YORK CHAPTER-TWS MEMBERSHIP SURVEY**

*Designed by:  
Human Dimensions Research Unit  
Cornell University*

Dear New York Chapter Member:

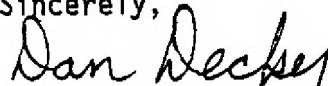
We hope you will take the time to fill out this questionnaire. It is brief and should only take 10 minutes or so to complete. The results will be used to help plan the Annual Meeting of the New York Chapter of the Wildlife Society.

The questionnaire includes questions dealing with three subject areas: topics you would like to see on the agenda of the Annual Meeting, who you would like to hear make presentations and your attitudes about the roles of communication in wildlife management? Members who are not presently employed should use their last position where appropriate. The results of the survey will be summarized and presented as a paper at the meeting. The results will also be provided to the speakers so they can use the information to prepare their presentations.

Please take a few minutes now to fill out and return this questionnaire. Postage and return address are provided on the back of the questionnaire; all you have to do is seal the questionnaire and drop it in a mail box.

Thanks you for your time and effort.

Sincerely,



Dan Decker  
Program Committee, Co-Chair

Roland Shanks  
Program Committee, Co-Chair

PLEASE RETURN COMPLETED QUESTIONNAIRES TO:

Dan Decker  
Human Dimensions Research Unit  
Fernow Hall, Cornell University  
Ithaca, NY, 13053

SOLICITATION OF INPUT FOR 1990 ANNUAL MEETING  
 --New York Chapter-TWS Membership Survey--

1. Which one of the following topics would you most like to hear discussed at the annual meeting? (Check one only.)

☐ HOW TO IMPROVE COMMUNICATION BETWEEN PROFESSIONALS IN WILDLIFE MANAGEMENT/RESEARCH AND THE PUBLIC.  
☐ HOW TO IMPROVE THE USE OF COMMUNICATIONS AS MANAGEMENT ACTIONS.  
☐ HOW TO INFORM THE PUBLIC ABOUT WILDLIFE PROGRAMS AND PROJECTS.  
☐ HOW TO USE COMMUNICATIONS TO BETTER UNDERSTAND PUBLIC VALUES AND ATTITUDES.  
☐ HOW EFFECTIVE COMMUNICATION CAN PLAY A ROLE IN SETTING WILDLIFE MANAGEMENT GOALS.  
☐ HOW TO IMPROVE COMMUNICATION WITHIN THE PROFESSION.

2. From which of the following groups would you most like to hear someone speak about the communication topic you selected in question 1? (Check one only.)

☐ AGENCY RANK AND FILE  
☐ AGENCY ADMINISTRATORS  
☐ UNIVERSITY AND STAFF  
☐ STAFF OF PROFESSIONAL SOCIETIES AND INSTITUTES  
☐ REPRESENTATIVES OF CITIZENS GROUPS  
☐ MEMBERS AND STAFF OF THE NYS LEGISLATURE  
☐ POLICY MAKERS FROM THE EXECUTIVE BRANCH  
☐ COMMUNICATIONS PROFESSIONALS

3. Give the name of the one person you would like to hear make a presentation on "The Role of Communication in Wildlife Management".

---

4. How important to your job performance is being able to communicate effectively with the public? (Check one only.)

☐ VERY IMPORTANT  
☐ MODERATELY IMPORTANT  
☐ SLIGHTLY IMPORTANT  
☐ NOT IMPORTANT AT ALL

5. What one thing would help you improve your ability to communicate effectively with the public?

---



---

6. As a wildlife professional, what has been the most difficult communication problem you have faced?
- 
- 

7. A critical role of communication between wildlife managers and the public is to: (Check all that apply.)

- ☐ Educate the public about wildlife management needs and programs.  
☐ Gather information about public attitudes regarding management issues.  
☐ Provide a two-way communication system between the public and the wildlife profession to develop agency management goals.  
☐ Persuade the public to support wildlife management programs.  
☐ Gather data about the public values underlying wildlife policy.  
☐ Insure two way communication between the public and the wildlife manager to evaluate and modify existing programs.

8. From the list above, circle the check next to the most important role of communication between wildlife managers and the public.

9. Please, complete the following sentence:

"I think the role of communication in wildlife decision-making should be..."

---



---

10. If you were the head of a state wildlife management agency, and you had to allocate the budget among the functions of the agency listed below, what percentage would you allocate to each function? (Remember the total allocation must add up to 100%.)

% HABITAT MANAGEMENT  
 % SPECIES MANAGEMENT  
 % AGENCY ADMINISTRATION  
 % BIOLOGICAL RESEARCH  
 % DIRECTOR'S OFFICE  
 % COMMUNICATION/EDUCATION  
 % HUMAN DIMENSIONS RESEARCH  
 % LAW ENFORCEMENT  
 % OTHER  
 100% TOTAL

11. Now, how would you distribute the allocation to the communication/education function?

- \_\_\_\_\_ % INTERNAL COMMUNICATIONS
- \_\_\_\_\_ % INTER-AGENCY COMMUNICATIONS
- \_\_\_\_\_ % EDUCATION OF YOUTH REGARDING MANAGEMENT
- \_\_\_\_\_ % EDUCATION OF ADULTS REGARDING MANAGEMENT
- \_\_\_\_\_ % COMMUNICATION WITH THE PRESS/MEDIA
- \_\_\_\_\_ % PUBLICATIONS
- \_\_\_\_\_ % FOSTERING PUBLIC INVOLVEMENT IN AGENCY ACTIVITIES
- \_\_\_\_\_ % COMMUNICATIONS WITH SPECIFIC INTEREST GROUPS
- \_\_\_\_\_ % COMMUNICATIONS WITH THE LEGISLATURE
- 100% TOTAL

Referring to the following list of communication situations, please read Questions 12-15 and write in the number of the communication situation that most closely answers the question in your opinion.

- 1 COMMUNICATION BETWEEN CO-WORKERS
- 2 COMMUNICATION WITH WILDLIFE PROFESSIONALS IN OTHER ORGANIZATIONS
- 3 COMMUNICATION BETWEEN BRANCHES OF GOVERNMENT
- 4 COMMUNICATION UP AND DOWN THE CHAIN OF COMMAND
- 5 COMMUNICATION BETWEEN YOU/AGENCY AND THE PUBLIC

12. The most important communication for you to do your job well is \_\_\_\_\_.

13. The least important communication for you to do your job well is \_\_\_\_\_.

14. The most important communication situation for a wildlife management agency trying to establish species management goals is \_\_\_\_\_.

15. The least important communication situation for a wildlife management agency trying to establish species management goals is \_\_\_\_\_.

Questions 16 and 17 refer to the following list of groups active in wildlife management policies and activities.

1. ENVIRONMENTALISTS
2. ANIMAL RIGHTS ACTIVISTS
3. SPORTSMEN
4. UNIVERSITY PERSONNEL
5. PRESS/MEDIA
6. AGRICULTURALISTS
7. GENERAL PUBLIC
8. OTHER (Please specify); \_\_\_\_\_

16. The group I communicate most effectively with is \_\_\_\_\_.

17. The group I communicate least effectively with is \_\_\_\_\_.

In order to insure that we have communicated with a true cross-section of the TWS membership we would like to ask the following questions.

18. AFFILIATION \_\_\_\_\_

19. POSITION TITLE \_\_\_\_\_

20. Did you attend a university or college?

1. YES  
2. NO, if no, skip to question 24

Are you currently a student      YES      NO

21. What Universities/Colleges did you attend? \_\_\_\_\_

22. What was the highest degree you received? \_\_\_\_\_

23. In what year did you receive that degree? \_\_\_\_\_

24. In your current position, what percentage of time do you spend in the following areas? (make sure your answer adds up to 100%) Members not presently employed should use their last position.

%	FIELD WORK
%	DEVELOPING SPECIES MANAGEMENT PLANS
%	AGENCY ADMINISTRATION
%	ENFORCEMENT
%	POLICY DEVELOPMENT
%	CONSULTING
%	RESEARCH
%	TEACHING/EDUCATION
%	STUDENT
100%	TOTAL



25. The New York Chapter of the Wildlife Society annual meeting is scheduled for January 11 & 12 at the Sheraton Inn and Conference Center in Ithaca, New York. Will you be able to attend the meeting?

YES

NO

THANK YOU FOR YOUR TIME IN COMPLETING THIS SURVEY, PLEASE USE THE REMAINDER OF THIS PAGE FOR ANY OTHER SUGGESTIONS OR COMMENTS YOU MAY HAVE ABOUT THE ANNUAL MEETING OR ANY SUGGESTIONS YOU HAVE FOR TOPICS FOR FUTURE ANNUAL MEETINGS.





New York State College of Agriculture and Life Sciences  
a Statutory College of the State University  
Cornell University

Department of Natural Resources  
Fennow Hall, Ithaca, N. Y. 14853-3001

Fishery Science  
Forest Science  
Wildlife Science  
Natural Resources  
Resource Policy  
and Planning  
Aquatic Science

6 November, 1989

Dear Wildlife Society Member,

A couple of weeks ago you received a questionnaire in the mail asking for your input for the New York Chapter--The Wildlife Society 1990 annual meeting and also asking some general questions about how you use communication in your work. So far we have not received your reply.

We would ask you to return the questionnaire even if you do not intend to attend the meeting. Your input is important to insure that the meeting is relevant to the problems wildlife professionals face; the information generated by the responses will be used to prepare many of the presentations. Some of the people making presentations are communication specialists and the information from the questionnaire will help them focus their presentations on problems and issues that are important to wildlife professionals. Also as a scientist we are sure you understand the need for a statistically significant response rate in a survey of this type. In order to insure that this survey truly represents the Wildlife Society membership we need more responses. So, please take a few minutes to fill out the questionnaire right now.

We have included another copy of the questionnaire and a self-addressed stamped envelop for your convenience.

Sincerely,

Dan Decker  
Program Committee, Co-Chair

Roland Shanks  
Program Committee, Co-Chair





